

## CALIFORNIA COASTAL COMMISSION

45 FREMONT, SUITE 2000  
SAN FRANCISCO, CA 94105-2219  
VOICE AND TDD (415) 904-5200  
FAX (415) 904-5400



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**FOR IMMEDIATE RELEASE**

Eben Schwartz  
Statewide Coordinator  
(415) 904-5210 / (415) 816-2506 cell

Judi Shils  
Coastal Cleanup Day Media  
(415) 904-5273 / (415) 378-0504 cell

**Coastal Cleanup Day Presented by the California Coastal Commission -**  
**Results with 75% of cleanup sites reporting**

## Thousands of Californians Aim For A Clean Sweep at the 19<sup>th</sup> Annual California Coastal Cleanup Day

(San Francisco) Tens of thousands of Californians scoured our beaches, shorelines, and inland locations to pick up trash and debris this morning, combing over 650 sites and collecting hundreds of tons of trash. These volunteers took part in the California Coastal Commission's 19<sup>th</sup> Annual California Coastal Cleanup Day, part of the International Coastal Cleanup organized by The Ocean Conservancy. Beach and inland waterway cleanups took place up and down the California coast, from Mexico to the Oregon border, around San Francisco Bay, and at sites as far inland as Lake Tahoe and the Salton Sea.

**With 75% of the cleanup sites reporting**, the statewide count stands at 40,525 volunteers, who picked up 418,654 pounds of trash and an additional 64,286 pounds of recyclable materials, for a total of 482,940 pounds.

Past Coastal Cleanup Day data tell us that most (between 60-80%) of the debris on our beaches and shorelines comes from inland sources, traveling through storm drains out to the beaches and ocean. Rain—or even something as simple as hosing down a sidewalk—can wash cigarette butts, bits of styrofoam, pesticides, and oil into the storm drains and out to the ocean. The California Coastal Commission is asking all Californians to take responsibility for making sure trash goes where it belongs—securely in a trashcan, recycling bin, or a hazardous waste dump when appropriate.

**Results from last year:** In 2002, 45,958 volunteers picked up 861,089 pounds of trash and recyclables statewide on Coastal Cleanup Day. For the eighteenth straight year, cigarette butts were the most common item found (over 305,000 were picked up in 2002).

Those who were unable to make it to the beach for Coastal Cleanup Day can show their support for the coast by purchasing a Whale Tail Coastal Protection License Plate. The plate features a beautiful gray and blue illustration of a whale's tail by the prominent environmental artist Wyland, and is issued by the Department of Motor Vehicles. It costs \$50 more than the usual registration fee for the first year and only \$40 for annual renewal. For an application, visit [www.ecoplates.com](http://www.ecoplates.com), call 1-800-COAST-4U, or go to a local DMV or AAA office.

*This statewide event is coordinated by the California Coastal Commission and hundreds of local non-profits and governmental agencies throughout the state. Coastal Cleanup Day receives major sponsorship from Oracle and Reliant Energy. Statewide Sponsors include: Starbucks Coffee Company, Fetzer Vineyards, See's Candies, Swatch, and Bank of America. Bay Area-specific sponsors include from Intel and KPMG.*

*Northern California Media Sponsors include: KGO Newstalk AM 810, NBC 11, San Francisco Magazine, Contra Costa Newspapers/Hills Newspapers, CD93/KMBY, and KLOK Radio.*

*Southern California Media Sponsors include: KEARTH Radio, KABC TV, Daily Pilot, KYYX Radio, OC Metro/OC Family, and The Log.*

*Coastal Cleanup Day 2003 is supported by the California Coastal Commission, California State Parks Foundation, and The Ocean Conservancy.*

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